

2026

magazine.wsu.edu

Washington  
State  
Magazine

ADVERTISING GUIDE



*Washington State Magazine's*  
combination of journalistic excellence  
and engaged readership offers  
exceptional advertising value as a  
regional university magazine.

## editorial mission

*Washington State Magazine* is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State's stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State's magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

fall issue circulation: **150,000**

QUARTERLY :: FULL COLOR :: 52 PAGES  
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability

FSC® CERTIFICATION

digital versions & assets

WEBSITE :: DIGITAL MAGAZINES :: E-NEWSLETTER :: VIDEOS :: PODCASTS :: SM

circulation + distribution



**A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION** that is eagerly anticipated by graduates, donors, faculty, staff, and friends of *Washington State University*.

Washington  
**State**  
Magazine

## our readers\*

### gender

Male: 51%

Female: 49%

### age distribution

under 20: < 1%    21–25: 6%    26–30: 10%

31–40: 20%    41–50: 21%    51–60: 22%

61–70: 12%    over 71: 9%

### level of education (alumni)

Bachelor degree: 82%

Masters degree: 12%

Doctoral degree: 6%

### market areas

Seattle/Tacoma/Olympia CSA: 35%

Portland (Vancouver) MSA: 11% (other Oregon: 1%)

Tri-Cities/central Washington: 10%

Spokane/Coeur d'Alene: 10% (and adjacent counties)

Pullman/Moscow: 6% (and adjacent counties)

N. California: 4%    S. California: 4%

other Idaho: 2%    NY/New England: 2%

Arizona: 2%    Texas: 1%    Washington DC: 1%

other US: 11%    other int'l: < 1%

\* as last surveyed

## sample stories + departments

spring 2025

### Filling the gap in local news

This class has been a real favorite—yeah, yeah, yeah

It's a strange and eerie collection. And invaluable for science

Quality no matter how you slice it

summer 2025

### This diarist created the ultimate autobiography

Will AI be a supercharged consultant?

After college, keeping it Coug

Regenerative agriculture—a brave new approach

fall 2025

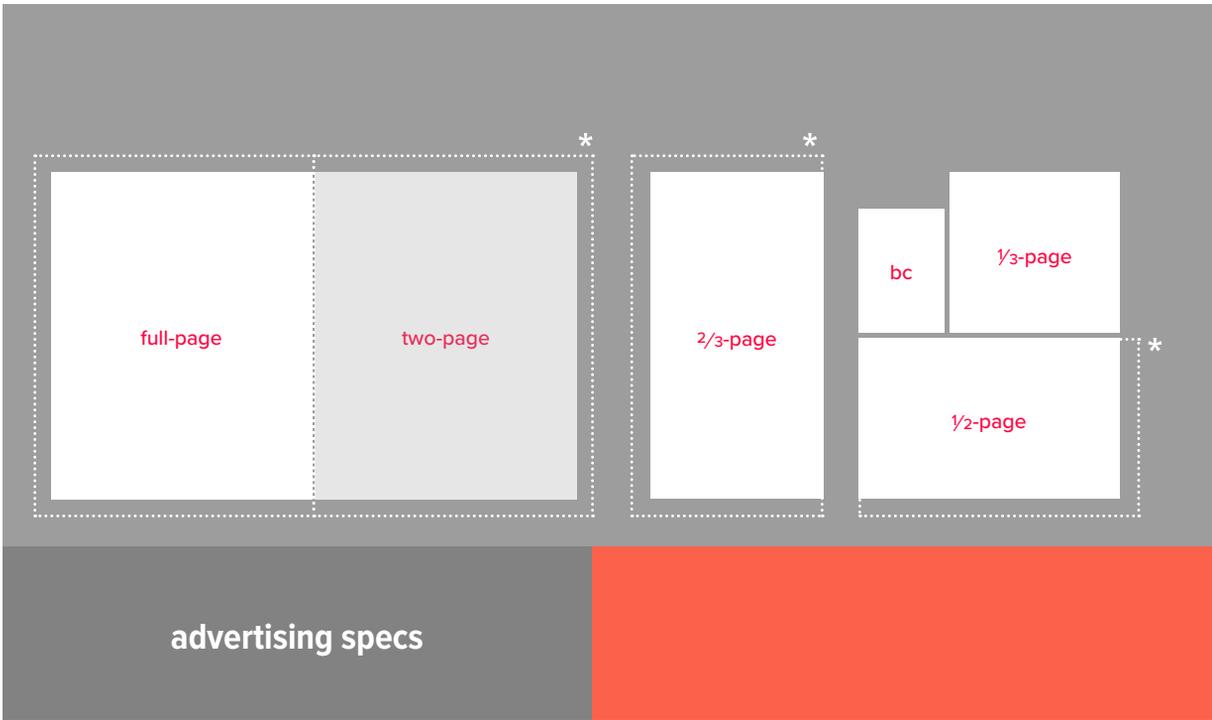
### Want to feel better? Volunteer!

Keeping alive WSU's literary tradition

Experience history is where it happened

Getting real at campus museums





## advertising specs

Please note that ad sizes have changed for 2026+

### ad sizes

	width		height
two-page spread (bleed)*	16.5"	x	10.75"
two-page spread (no bleed)	15.75"	x	10"
full-page (bleed)*	8.25"	x	10.75"
full-page (no bleed)	7.5"	x	10"
back-page (bleed)*	8.25"	x	7.125"
back-page (no bleed)	7.5"	x	6.75"
2/3-page (bleed)*	5.25"	x	10.75"
2/3-page (no bleed)	4.75"	x	9.5"
1/2-page (bleed)*	8.25"	x	5.375"
1/2-page (no bleed)	7.5"	x	4.75"
1/3-page (no bleed)	4.75"	x	4.75"
business card (vertical—no bleed)**	2"	x	3.5"

**\*BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .25" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

\*\*The business card ad has special specifications.

### artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the *US WEB Coated (SWOP) v2* color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

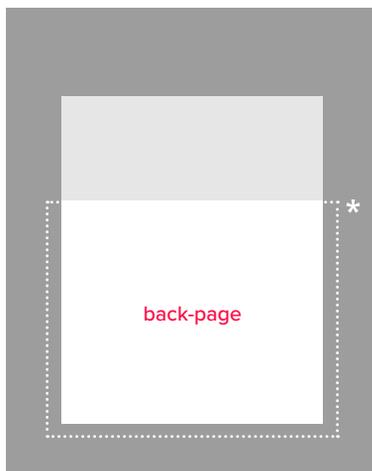
Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

### SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director by email at [john.paxson@wsu.edu](mailto:john.paxson@wsu.edu). Please include all pertinent insertion and contact information.

## ad rates

	1X	2X	3X
two-page spread	\$7,430	\$7,060	\$6,705
full-page	\$4,150	\$3,945	\$3,745
back-page	\$4,200	\$4,000	\$3,800
2/3-page	\$3,485	\$3,310	\$3,145
1/2-page	\$2,655	\$2,520	\$2,395
1/3-page	\$2,075	\$1,970	\$1,875
business card	\$500	\$450	\$400



Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

## rates + deadlines

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

### AVAILABLE ON REQUEST

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

## advertising deadlines

issue	space close	ad due
May 2026 (Summer) - exclusive distribution**	1/23/26	3/6/26
August 2026 (Fall)	4/17/26	5/29/26
January 2027 (Spring) - special distribution*	10/16/26	11/25/26

\*Sent to alumni donors and members, paid subscribers, and some non-alumni donors.

\*\*Sent exclusively to WSU Alumni Association members and paid subscribers.

**MAGAZINE STAFF***Editor:* Larry Clark '94*Associate Editor:* Adriana Janovich*Art Director:* John Paxson*Science Writer:* Becky Kramer*Contributing Writers:* Alysen Boston, Addy Hatch**kudos**

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

**legal stuff**[magazine.wsu.edu/advertising](http://magazine.wsu.edu/advertising)**ADVERTISING RESTRICTIONS**

*Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

**casinos, gambling, or other wagering companies, websites, or facilities**

**websites or publications containing adult or pornographic content**

Additionally, postal regulations prohibit *Washington State Magazine* from accepting **print advertising** for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

**DELIVERY ADDRESS**

*Washington State Magazine* Advertising  
Information Technology Building, Room 2013  
Washington State University  
PO Box 641227  
Pullman, WA 99164-1227

**Washington  
State  
Magazine**